

GENERAL FACT SHEET

068-82

BILL NUMBER

BRIEF TITLE

Pershing Advertising Agreement
With Double Eagle Beverage

APPROVAL DEADLINE

REASON

DETAILS

POSITIONS/RECOMMENDATIONS

<p>Pershing Municipal Auditorium presently owns and operates two exterior animated programmable electronic message systems and one interior animated programmable electronic message system at its auditorium facility located at 226 Centennial Mall South in Lincoln. The two exterior Message Systems are located at 16th and "M" Street, and 15th and "N" Street on the grounds of the Auditorium. This is a mutual request from Pershing and Double Eagle Beverage for approval. This Agreement is extending the contract for one year for the cost of \$15,000, and commencing on April 1, 2006, and terminating on March 31, 2007.</p>	Sponsor	Don Herz/Tom Lorenz
	Program Departments, or Groups Affected	Finance/Pershing Auditorium
	Applicants/Proponents	<p>Applicant:</p> <p>Don Herz/Tom Lorenz</p> <p>City Department:</p> <p>Finance/Pershing Auditorium</p> <p>Other:</p>
<p>Discussion (Including Relationship to other Council Actions)</p> <p>Advertising revenue is an important part of the revenue stream for Pershing. This agreement is just extending the contract for one more year.</p>	Opponents	<p>Groups or Individuals:</p> <p>No known opposition</p> <p>Basis of Opposition:</p>
	Staff Recommendations	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against
	Board or Commission Recommendation	<p>BY</p> <p><input type="checkbox"/> For <input type="checkbox"/> Against</p> <p><input type="checkbox"/> No Action Taken</p> <p><input type="checkbox"/> For with revisions or conditions (See Details column for conditions)</p>
	CITY COUNCIL ACTIONS (For Council Use Only)	<p><input type="checkbox"/> Pass</p> <p><input type="checkbox"/> Pass (As Amended)</p> <p><input type="checkbox"/> Council Sub.</p> <p><input type="checkbox"/> Without Recommendation</p> <p><input type="checkbox"/> Hold</p> <p><input type="checkbox"/> Do not Pass</p>

POLICY/PROGRAM IMPACT

REFERENCE NUMBER